CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 8, No. 39 TORONTO, SEPTEMBER 22, 1943 $2.00 Per Annum

Exhibs Set for Fuel Campaign

Odeon-Rank Story Uncredited Here

No confirmation could be obtained in Toronto of the report from London, England, that Arthur Rank, leading English circuit exhibitor, was negotiating a deal with a Canadian circuit, believed to be Odeon.

Rank, the largest theatre oper-

(Continued on Page 2)

'Standby' Charge Denied By Covert

"I would certainly dispute the statement of the Times Journal," stated William P. Covert of the Canadian section of the IATSE in replying to an attack on "standby" tactics in the St. Thomas Times-Journal of Ontario. "I have covered the entire United States

(Continued on Page 2)

Johnston, Alta. Exhibitor, Dead

P. W. Johnston, former Alberta exhibitor, died at Red Deer, Alberta, last week of a heart attack. Until he retired a year ago in favor of his son-in-law, Edwin Beatty, he operated the Crescent and Capitol theatres in Red Deer. He entered the motion picture

(Continued on Page 6)

Juve Robbery

Cinema Theatre, Toronto, was robbed last week, apparently by juveniles who stole admission tickets, candy and small change.

MPTAO in Session

Motion Picture Theatres Association of Ontario is in session right now at the King Edward Hotel, Toronto.

Will Save 30 Percent of '43 Total And Ask Patrons to Do Same

Theatres will be one of the most important arches of the fuel conservation campaign and Norton Kingsland, chairman of the Fuel Control Committee, has announced that his department will prepare press stories explaining what the theatres are doing to meet the coal shortage.

"If the fuel conservation campaign is to be successful," said Mr. Kingsland, "it will be due in a large measure to the efforts and co-operation of the War Services Committee of the Motion Picture Industry."

The part the theatre will play in conservation inside and outside the

(Continued on Page 2.)

Fined for Violating Projection Rules

Sherman Kirby, licensee of the Capitol Theatre, Paris, Ontario, was fined in Paris Police Court last week for permitting an apprentice to operate the projection equipment, a violation of the Theatre and Cinematograph Act.

Here's List of Tax Free Shows

Exhibitor associations are irked by the refusal of Ottawa to do anything about tax-free shows in Saskatchewan. These, at which 35 mm. films are shown, are sponsored by Boards of Trade and such and under the law, because they are ostensibly non-

(Continued on Page 2)

Theatre Chain Confab

Twentieth Century Theatres will hold their annual convention at the King Edward, Sept. 22nd-23rd.

Film Men Reap Hick Harvests

They Feed the Folks Physical Fodder Too

HIX and Pix aren't nearly so far apart today as they were in Variety's famous headline of years ago. Not down our way. And it's not just because the full-time rural routers have picked up big city savvy. Nosiree. It's the other way around. The city slickers have been smitten by the crop craft.

Quite a few filmites operate their own farms these days, providing the public with food for the body instead of just mental movie fodder. And don't call them country gentlemen—or prepare to defend yourself, sir! For they're serious about agricultural activity and when it comes to that there are no slicker fellows than the flicker fellows.

Spring, the planting season, is now almost as important as Fall, the film selling season. They alternate their reading between contracts and seed catalogues. Their minds wander from boxoffice to barn and back again. The weather is now important in everything they care about.

The question no longer is "How ya gonna keep 'em down on the farm?" You can't keep 'em away.

* * *

IN THE case of Harry Coleman, the equipment man, it's a case of reversal to type. Harry, who operates a 14-acre farm near Clarkson, Ontario, was born and raised amid the cows and chickens. His place is part of the old Gooderham estate. When he got it the trees in the orchard were too old to bear fruit so last season he got around to knocking them out of the way with a Bulldozer tractor.

(Continued on Page 7)

The Ed Wells' place at Clarkson, Ontario.

Breaking Records at the PALACE, HAMILTON, it's second Canadian engagement, UNIVERSAL'S dramatic and musical Technicolor spectacle, "PHANTOM OF THE OPERA" is now in its FOURTH CRASHING WEEK at the Uptown, Toronto, indicating that one of the ace boxoffice films in many years is the entertaining **'Phantom of the Opera'**

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All Time Greats

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COUNT OF MONTE CRISTO
Robert Donat

LAST OF THE MOHICANS
Randolph Scott

SANDERS OF THE RIVER
Paul Robeson

SCARLET PIMPERNEL
Leslie Howard

HENRY VIII
Charles Laughton

ELEPHANT BOY
Sabu

GHOST GOES WEST
Robert Donat

LAUREL and HARDY
FEATURES
1. Pack Up Your Troubles
2. Pardon Us
3. Beau Hunks

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WATCH FOR

CORREGIDOR
Otto Kruger, Elisa Landi

★

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Exhibs to Boost Saving of Fuel

(Continued from Page 1)

Industry was settled at a meeting in Toronto between the executive of the War Service Committee and members of the Fuel Control Committee of the government.

Theatre heating experts, after a study of fuel conservation methods, have prepared a guide which will be printed on a card for easy reference by engineers and managers. A form pledging theatre men to save at least 30 per cent of the amount of fuel used last winter has been sent out and is being returned to the Committee.

All exhibitor bodies and Film Boards of Trade have passed or will pass resolutions recommending conservation, copies of which will be sent to Mr. Kingsland and Ray Lewis, secretary of the Motion Picture War Services Committee, 277 Victoria Street, Toronto. A representative of the Fuel Control Committee will endeavor to be present at any meeting of exhibitor bodies.

Tremendously important to the general campaign will be the theatre men's efforts to keep up a regular flow of publicity, since furnaces must be attended so often and forgetfulness means a falling back to old habits of stoking.

Pamphlets will be distributed to patrons and special news clips will be shown. Slugs for insertion in ads will be provided.

A slogans contest, with prizes of $25, $15, $10 for the best, will be conducted by the Committee and judged by the Fuel Control setup. All details will be announced in both Canadian trade papers.

Odeon-Rank Story Uncredited Here

(Continued from Page 1)

ator in the British Empire, recently promised the government that he would not extend his holdings in the British Isles further. The suggested interest in Empire theatre activities may be the course of expansion charted in view of that position.

Odeon Theatres of Canada, now headed by Paul Nathanson, came into being in 1941, when the late N. L. Nathanson withdrew from Famous Players. At present Odeon controls 76 houses in the Dominion.

The lawsuit between Odeon Theatres and Famous Players over the disposition of certain theatre properties is still to be heard by the courts.

'Standby' Charge Denied By Covert

(Continued from Page 1)

and Canada from time to time for the past 25 years, and I have not found any standby stage hands or projectionists being paid. We, as an International, insist on our men being employed only when there is work for them to do, and if any exhibitor issued a complaint to our General Office, and could prove such complaints, our International would discipline the Local Union responsible."

The St. Thomas Times-Journal charge was made editorially in a recent issue. Two movie theatres in St. Louis, the newspaper claimed, were closed for three years because the management refused to pay stage hands with no regular work to do.

"The union which supplies the operators of the reels," the editorial said, "refused to allow its members to work for theatres which would not pay members of other unions for simply looking on, and so the owners were helpless. After being in darkness for nearly three years the movies are being shown again because the owners found that they could not buck the unions. And loafers are being paid."

The newspaper called the conditions denied as existing by Covert, second vice-president of the IATSE, as "union blackmail." It said that the same thing was being done by other unions and called for post-war correction.

Vandals Interrupt Midnight Show

A Sunday midnight show at the Capitol Theatre, Kitchener, Ontario, recently was interrupted when "stink bombs" were thrown into the auditorium during the performance. Police arrested two boys who were caught tearing down the display in front of the theatre.

Here's List of Tax Free Shows

(Continued from Page 1)

profit enterprises, don't have to pay the 20 per cent amusement tax. They not only lower prices, run two-for-one admission schemes, but advertise right alongside standard commercial exhibitors.

The shows are run by merchants to attract people to their towns for shopping and keep local citizens from visiting theatres in nearby places. Profits are paid out as salaries but merchants behind the scheme make theirs through increased business. The tax-free shows have spread and there are over 30 in Saskatchewan right now.

One Saskatchewan exhibitor wrote a letter of protest to Mr. Ilsley, who replied that some consideration might be given for the next budget.

The National Council of Independents has asked President Archie Mason to go to Ottawa on the matter if necessary and the Motion Picture Theatres Association of Ontario has interested itself.

Prairie exhibitors, used to drawing their patronage from an area of 10 to 30 miles from their theatres, have been hit hard by gas rationing, enlistments and population shifts. Lower-priced competition under tax-free schemes has some of them desperate.

Some of the population centres in Saskatchewan with tax-free shows sponsored by Boards of Trade, Canadian Legion, lodges and so on, are Crooked River, Fairholm, Glaslyn, Measted, Hudson Bay Junction, Lashburn, Loon Lake, Langham, Lintlaw, Middle Lake, St. Benedict, Preeceville, Parkside, Prud'Home, Spalding, St. Walburg, Theodore, Togo, White Fox, Aylsham, Tramping Lake, Broadacres, Major, Shellbrook, Cut Knife, Carnduff, Carlyle, Arcola and Bienfait.

Itinerant and NFB 16 mm. exhibition have been none too good for rural operators. The 35 mm. tax-free shows offer a direct challenge.

An appeal will be made to distributors to restrict the sale of film to tax-free theatres.

We Will Rent or Lease Your Theatre If Price Is Right
WRITE TO BOX 17
Canadian Film Weekly

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HYE BOSSIN, Managing Editor
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THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 8, No. 39 REVIEWS FROM FILM DAILY, NEW YORK September 22, 1943

'Phantom' Hits JP, 'Hail' Tops

Barron Was Hired 'Unbeknownst'

The appointment of Win Barron as commentator for the Canadian edition of Paramount News was announced last week by A. J. Richard, director of Paramount News.

The method of selecting the commentator, Richard revealed, was a real tribute to Win Barron, who is Paramount's Canadian exploitation representative. The fact that Barron was already an employee of Paramount did not influence the decision as the judging was done from sound tracks only with no knowledge of who the speakers might be and came about in this way.

A. J. Richard decided that the edition of Paramount News which is specially edited for Canadian consumption required a Canadian commentator. Accordingly Gordon Lightstone, Canadian General Manager for Paramount, was delegated to make voice tests of several well known Canadian commentators. Each of them read a typical commentation on two newsreel subjects on a sound track with the identity of the candidates concealed. When those sound tracks were judged in New York, the unanimous choice was Win Barron. It was only then discovered that Barron was Paramount's own exploitation man in Canada. After the selection it came to light that Barron was not exactly a novice as he had conducted his own radio program in Toronto for several years.

Win starts on his new job immediately with the good wishes of all of his associates, with whom his engaging personality has made him a popular favorite. He will retain his old post as Canadian exploitation man for Paramount.

Taube Resigns From Candy Machine Co'y

Syd B. Taube, popular figure on the Canadian theatre field, has resigned as general manager and Canadian representative of the Canadian Automatic Confections, Ltd. He was connected with the company, branch of a USA outfit, for eight years.

'The Phantom of the Opera'

with Nelson Eddy, Susanna Foster, Claude Rains

Universal 92 Mins.

REMAKE OF HAIR-RAISER IS ACES IN EVERY DEPARTMENT; HAS THE MAKINGS OF STRONG BOX OFFICE CONTENDER.

Universal's remake of "The Phantom of the Opera" exerts the same potent box office lure as did the first film version of the Gaston Leroux hair-raiser in 1925. Dressed in superb Technicolor, the production is a mine of entertainment which should gain an enthusiastic response from audiences everywhere to the enrichment of the showman. The studio will be more than well repaid for calling upon the phantom of the Paris Opera for an encore.

By toning down the gruesome details and playing up what light moments the subject affords Universal has widened the film's appeal to women and those who are not out-and-out shocker fans. The studio also has been wise in building up the musical aspects of the story and cutting down the Phantom role. The box office potentialties of the film have been additionally enhanced by refraining from making the phantom, as played by Claude Rains, the hideous and repellent creature that Lon Chaney made him in the original version of the story.

Rains does excellently, as the opera violinist who is secretly in love with a member of the same company (Susanna Foster) and who, after his features are marred by acid, launches a wave of terror in his efforts to help the girl's career.

Nelson Eddy and Susanna Foster play the lovers who never seem to be able to get together, thanks no little to the competition offered by Edgar Barrier, a police officer. They take care of the film's singing burden perfectly.

CAST: Nelson Eddy, Susanna Foster, Claude Rains, Edgar Barrier, Jane Farrar, Barbara Everest, Steven Geray, Frank Puglia, Leo Carrillo, Hans Herbert, Fritz Feld, J. Edward Bromberg, Hume Cronyn, Gladys Blake, Elvira Curci, Rosina Galli, Fritz Leiber.

CREDITS: Producer, George Waggner; Director, Arthur Lubin; Screenplay, Eric Taylor, Samuel Hoffenstein; Adaptation, John Jacoby; Based on story by Gaston Leroux; Musical Director, Edward Ward; Cameraman, Hal Mohr; Technicolor Cameraman, Duke Green; Art Director, John Goodman.

DIRECTION, Fine. PHOTOGRAPHY, Fine.

'So Proudly We Hail!'

with Claudette Colbert, Paulette Goddard, Veronica Lake, George Reeves, Barbara Britton

Paramount 126 Mins.

ROUSING SAGA OF THE PHILIPPINES' FALL IS STRONG BOX-OFFICE, AND MEMORABLE ENTERTAINMENT.

Most branches of the armed forces have received glorification at the hands of Hollywood's feature producers, but to Mark Sandrich goes the palm for delineating the heroics of the Army Nurse. In so doing, he has provided exhibitors and public with what is certainly one of the top flight wartheme attractions, — one which packs all the elements of fine entertainment, plus those inspirational values constantly needed to keep our war effort unflagging.

In recounting the dramatic story, Sandrich has employed the technique of "Power and the Glory," and that film's successors in the field of narrative-accompanied action, "Citizen Kane" and "Lydia." Claudette Colbert, furnishing the central characterization,—that of Lieut. Janet Davidson—, is the vortex of this action, and her experiences, highlight of which is her romance with George Reeves, Army Lieutenant, are told in offscreen narration by some of the nurses.

The screenplay commences and ends aboard a ship which is bringing the handful of surviving Army nurses back to the United States from Australia, following their escape from the Philippines by plane. In many of its sequences, "So Proudly We Hail!" rises to the stature of a very great picture, the sole tempering influence militating against its full consistency being resort to understandable melodramatics which follow somewhat the pattern of predecessor productions. But if not always great, the picture is always better than good, and should prove to be a gold mine for showmen and a feast for the fans.

CAST: Claudette Colbert, Paulette Goddard, Veronica Lake, George Reeves, Barbara Britton, Walter Abel, Sonny Tufts, Mary Servoss, Ted Hecht, Dick Hogan, Dr. H. H. Chang, James Bell, Lorna Gray, Dorothy Adams, Kitty Kelly, Bill Goodwin, Mary Treen, Helen Lynd and others.

CREDITS: Producer, Mark Sandrich; Director, Mark Sandrich; Original Story, Allan Scott; Art Director, Hans Dreier, Earl Hedrick; Cameraman, Charles Lang; Soundmen, Harold Lewis and John Cone; Set Decoration, Stephen Seymour.

DIRECTION, Excellent. PHOTOGRAPHY, Fine.

Novel Canadian Bow For TITA

"This Is the Army," Warners filmization of the famed USArmy show, had a novel Canadian premiere yesterday. It made its Dominion debut at Whitehorse, Yukon Territory, for officers and men of the Engineer Corps of the Northwest Army Command. The theatre, second of its kind on the Alaska Highway, was constructed of army huts joined together and was opened with TITA.

There is some talk that the theatre may be called "TITA" or "Irving Berlin."

The premiere was staged at the invitation of Gen. James A. O'Connor, in command, and Brig.-Gen. L. D. Worsham, Division Engineer.

CBC carried the event in a half-hour broadcast over a national hookup. This broadcast, called "The Footlight Front," devoted the first 15 minutes, originating in Toronto, to the great work of the Canadian entertainment industry. The last 15 minutes came directly from Whitehorse.

The theatre is 1500 miles from Edmonton, Alberta, and 500 miles from Fairbanks, Alaska.

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Here Are the Reviews →

John GARFIELD Maureen O'HARA

The Fallen Sparrow

with

WALTER SLEZAK · PATRICIA MORISON · MARTHA O'DRISCOLL

Produced by ROBERT FELLOWS • *Directed by* RICHARD WALLACE

Screen Play by Warren Duff

RKO RADIO PICTURES

THE NEW YORK DAILIES

"Superior example of creepy entertainment . . . intriguing, imaginative thriller . . . the No. 1 item on the current list."

—Otis L. Guernsey, Jr., N.Y. Herald-Tribune

"Action, suspense, mystery . . . John Garfield in the fattest role he ever had."

—Kate Cameron, N.Y. Daily News

"One of the uncommon and provocatively handled melodramas of recent months."

—Bosley Crowther, N.Y. Times

"There are thrills, chases . . . The pace is fast, the entertainment hectic."

—Lee Mortimer, N.Y. Daily Mirror

"Creates and holds engrossing mood of suspense and excitement."

Alton Cook, N.Y. World Telegram

"Trim and close-hauled melodrama."

—John T. McManus, PM

"This unusual picture deserves your attention."

—Archer Winsten, N.Y. Post

THE TRADE PRESS

"Melodrama with sufficient suspense to carry through as billtopper for nominally profitable biz."

—Variety

"Topnotch meller . . . a show that can stand exploitation . . . customers will find plenty to their liking."

—The Exhibitor

"Taut and tense . . . earmarked with commercial satisfaction."

—M.P. Daily

"Outside general run . . . mystery, terror and suspense in large measure."

—M.P. Herald

"Sure-fire box office attraction . . . Tense, absorbing, edge-of-the-seat drama for men and women alike."

—Showmen's Trade Review

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(Formerly known as "Hitler's Women")
Directed by Anatol Litvak who directed "Mayerling"

•

WHERE ARE MY CHILDREN?
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•

GROUND CREW
Starring Jackie Cooper

•

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•

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2. Spotlight Scandals

Plus 2 to be announced

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4 East Side Kid pictures
2 Bela Lugosi pictures
2 Charlie Chan pictures with Sidney Toler
2 Cisco Kid pictures

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Some Fishy Antics

The film boys do have fun wherever they go and the same spirit takes hold of those who are exposed to them. They sell youth and antics and fall victim to their own stock in trade. Filmites are never old except when they sleep. (Sounds good, anyway.)

The other week Henry Nathanson, Abe Cass, Ted Sterling, Johnny Cohn, Ted Gould and Ben Sidowski went up to Timagima Lodge, a fishing club to which some of the boys pay dues. Johnny Cohn sells dishes and not films but ask him what he does and he'll tell you he's in the film business. Equipment men and others who sell the industry always describe themselves as being in the film business. Even the newsboy at the corner of Dundas Square takes the same attitude. Ben Sidowski was the only non-filmite on hand but even he could probably find a technicality that would allow him to identify himself with the film game.

The boys loaded gear, got guides, surveyed maps and had a long argument about where to go for the best fishing. They studied portages and discussed the merits of this lake versus the other without agreement.

The argument was suddenly settled on the dock when Henry Nathanson dropped his line in the water casually and in the next second pulled in a nine-pound pickerel! They stayed right there.

Much time was spent in political argument. Johnny Cohn argued with Ben Sidowski, reputed to be laden with lucre, that the day of the poor man was at hand. He apparently convinced Ben because the next morning a waitress delivered Johnny's breakfast in bed at Ben's orders.

Somebody discovered also that Abe Cass' birthday was the Sunday there, a fact that he is somewhat reticent about. They surprised him with a birthday cake and a hammy rendition of "Happy Birthday to You."

Fish? No reports were offered. And who cares?

* * *

Old King Coal

"You can fuel all of the people some of the time; you can fuel some of the people all of the time; but you can't fuel all of the people all of the time."

That sign in a Washington office tells the story of the coal situation in Canada right now. Theatres will help to reduce the emergency by cutting the use of fuel by 30 per cent and convince the patrons to do the same.

Here is Columbia's Canadian delegation to the recent New York sales meeting of the company. Left to right, back row: Harvey Harnick, Toronto; Dutch Levitt, Winnipeg; Joe Leiberman, St. John; Willie Elman, Montreal. Front row: Abe Cass, Herb Allen, Lou Rosenfeld and Sam Glazer, all of Toronto.

Johnston, Alta. Exhibitor, Dead

(Continued from Page 1)

business in 1926, in which year he came to Red Deer with his partner, R. M. Beatty, and built the Crescent Theatre.

Percy Wightman Johnston was born at Hamilton, Ont., July 14, 1876. He worked with Barnum and Bailey's Circus for a time when he was a boy and joined the United States Navy when he was only fifteen. He joined the Canadian Army and served in the South African War, re-enlisting again after being invalided out of the forces. Later he saw action in the Boxer Rebellion and for a time was with the Customs Service at Shanghai. Coming back to Canada, he was married in Edmonton in 1905 to Miss Clara May McKinnon.

$1,000,000 Building Planned for NFB

Although no money was voted by Parliament last session for the construction of a permanent building for the National Film Board, the Department of Public Works has been asked to prepare plans for such a building.

A site in Jacques Cartier Park, Hull, is being considered and the proposed building will cost about $1,000,000.

Tyers to Wallaceburg

Pearl W. Tyers of Toronto has gone to Wallaceburg, Ontario, to manage the Alexander Theatre. She replaces W. Montague who has been called to the army.

Assoc'd Screen News Offers New Release

Associated Screen Studios has announced the release of its latest edition in the "Did You Know That?" series of movie shorts.

The current release, number seven in the series, is in the same style as its predecessors, relating odd facts in the Canadian scene.

Trailer for Fund

Toronto theatres will show a three-minute trailer to boost the United Welfare Fund drive, which opens Sept. 20th.

Showmen Help In CWAC Week

Canadian theatres co-operated in the national celebration of CWAC Anniversary Week by playing host to members of the Corps at free theatre nights. Theatres in Quebec City were open to the girls in the service and officers addressed the audience at the Capitol, Cambrai, Empire, Victoria, Cinema de Paris and Cartier theatres.

Film Men Reap Hick Harvests

One of these days he'll clear the land.

Harry works only part of his farm because, as is the case with his business these days, he carries on alone. He doesn't live on the place, which has a nice brick house on it, but runs out four times a week. Anybody who cares to can work the uncultivated sections for nothing.

Harry, born at Creemore, Ontario, graduated in Electrical Engineering in 1913. He put himself through the University of Toronto working around theatres and he liked the business. So in 1919 he got into things for himself. He's a hard-working, sincere fellow whom everybody likes. He has many a cherished memory of show business but they couldn't blot out the yearning for his own fertile hunk of earth.

You can take the boy from the country, they used to say, but you can't take the country from the boy. Not altogether.

Not that boy, anyway.

* * *

WHEN it comes to agararian enterprise Charlie Mavety's Circle M Ranch, famed here and beyond the border, makes many a worthy place look like a B production. The Industry's most popular courier conducts a dude depot in the Humber Valley at Kleinburg, Ontario, 23 miles from Toronto on the Barrie Highway.

Eleven years ago Charlie created the ranch on what had been three separate farms. Today it covers 330 acres and it's a target for tourists from near and far P.O. addresses.

Aside from the humans who share the over-all salubrity with Charlie's animal boarders, the Circle M supports 80 horses, 55 head of beef cattle, 15 Guernsey cattle to provide milk and butter for the guests, 40 ducks and 350 chickens.

This season Charlie hauled in 350 tons of hay, most off his own acres, the rest from the neighbors. The good Mavety earth also presented him with 80 acres of oats, five acres of potatoes and bushels of corn, beets, cabbages, etc. What Charlie doesn't use he markets.

Charlie is no banjo-playing excuse for a cowboy. He is from the plains of Saskatchewan, where men are men and there's never any doubt about it. He brought the zest of the West with him and he still has it. He is as amiable as all get-out and popular with man and beast.

Charlie first left his home on the range for the close confinement of a projection booth. He drifted into Toronto after a couple of years, got a job in a booth and left it to open a film renovation agency. From that he hopped into the delivery game.

(CONTINUED FROM PAGE 1)

His heart had never left the West, so Charlie finally opened his own home on the range—with Ontario variations.

There's a sentimental story about the Circle M brand. Back home his mother's stock was marked with a three-quarters circle. When Charlie got his own place he took his mother's symbol, planted an M on it and used it thereafter.

You could shoot a better Western on Charlie's place than most of those pleasing the public today. One of these days Charlie probably will.

* * *

THE Nathanson farm at Maple, Ontario, has provided many a film man with stiff joints and mixed memories of making hay and hey-hey. Not that the oats sowed thereon are wild. Because of the current dearth of hay heavers the boys of the Nathanson headquarters On the Square traipsed out to the farm for an old-fashioned bee. Haying is hot work, the "Nathanson Commandos" found out. Paul Nathanson wisely provided the beverage best suited to drive away their honestly-earned thirst. And it wasn't milk from any of the 150 pure-bred Jersey cows on the place. Acme Farmers Dairy has first run on that.

Maple Crest Farm, as this rustic retreat is known, has 450 of its 550 acres under cultivation, most of it going to feed the cows and pigs. It represents the union of five farms — practically a rural circuit—and sports a lake made through the damming of two creeks. The barn is considered to be one of the finest in Canada.

Maple Crest, before the gasoline diet, was a favorite haunt of film world figures. The number of guests these days is as nothing compared with Maple Crest's ample hospitality.

However, there'll come a day.

* * *

COMES that corridor of time between the end of the afternoon and the beginning of night and Secretary Ed Wells of the MPDA, Yonge Street, Toronto, has been transformed into Squire Ed Wells of Clarkson. Ed has become a busy homebody. Home is where the heart lies, the fruit thickens and the hens lay.

Ed and the missus handle their five-acre farm with no outside aid. Aside from their main interest, apple and cherry trees, they raise greengages, golden bantam corn, potatoes, lima beans, etc.—all of which takes care of their table nicely, thank you. Even the proudest farmer-filmites admit that Ed's produce is five-star stuff.

The Wells' have been acting as ushers at Nature's annual nuptials for three years now. Judging by the quality of their crops, Nature appreciates their kindness. They live in a nice nine-room brick house besieged on every side by fruit trees. Both their dogs, who are usually waiting for Ed at the gate, are naturally happy in such surroundings.

Ed was an officer in the US Army during the last big tiff. On his return he moved about the film world in various capacities, landing in Canada and liking it.

He says there's nothing like the part-time rural life.

* * *

"WHAT," we asked Clair Hague, "do you raise on your place?"

"Bills mostly," answered Clair drily.

The Hague fruit farm, which stands where the Malton Highway begins one and a half miles from Weston, is 11 miles from the Film Exchange building. When Clair took over eight years ago he planted apple trees. There are now 600 on the place and most of them have ten or twelve years to go before they're grown up. Time doesn't bother Clair because he's seen a lot of it go by.

Many a film has gone through the machine since Clair came into the business 33 years ago. A circus man, he hails from Brantford and used to spend the winters there off the road. Brantford, you may remember, is where the Allens started. Clair joined them in the Canadian Film Exchange as Eastern general manager. After a few years Universal took over the exchange and Clair. And he's been with them since.

There are berry and other bushes on the Hague homestead as well as 22 acres of hay that anyone can have for the cutting and hauling. Clair is proudest of his grand stone house. It cost a pile of piastres to build and, surrounded by superb shrubbery, is 120 feet long. On the grounds are also a log cabin bungalow and barn.

Clair Hague has been president of the Canadian Picture Pioneers every year but one since its inception.

"I can always turn my house into a home for decrepit film men," he joshed.

He'd better not repeat that. Business mightn't always be as good as it is now.

* * *

HARRY PRICE'S rural habitation, near Weston, used to be a favorite destination for film folk before gas got choked. Mrs. Price, the former Margaret Wainwright, another filmite, was always busy welcoming visitors on summer nights. During the day she keeps her eyes on the 150 trees that bear apples, cherries, plums and all that stuff—while Harry is busy about town spreading Superior product.

They have 300 chickens and many pheasants, the latter a hobby. Next year they expect to increase every living thing on the place. Harry says he'll stick a 20x40 swimming tank somewhere handy when the war is over. His land covers four acres and runs right to the Humber River. It's four years since Harry acquired the ground and erected a modern home on it.

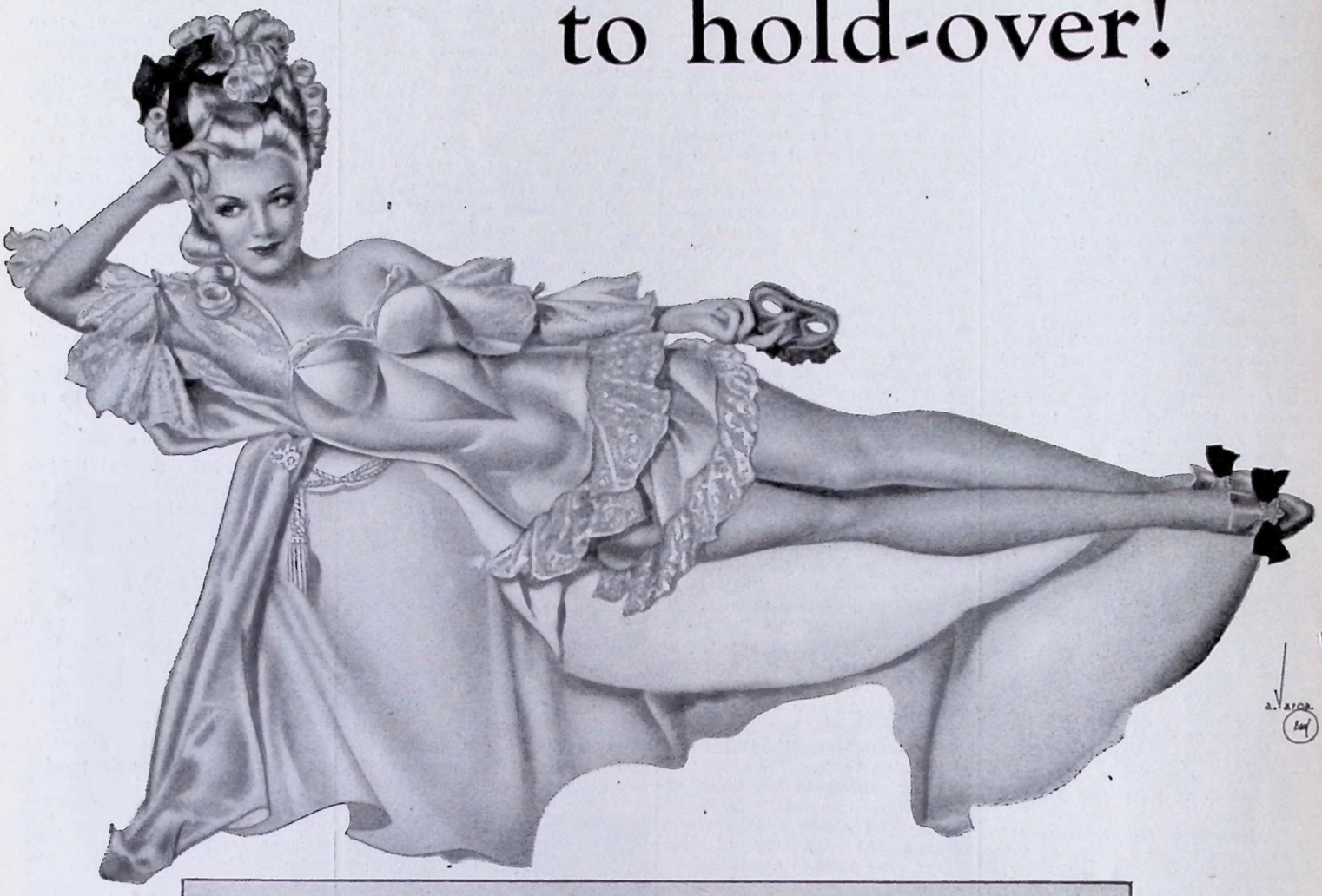
Harry, now sales manager for Superior, has been in the game since 1910. Originally from Montreal, he was with the Allens in Calgary, a member of the Canadian Film Exchange staff. Later he hooked up with Universal, United Artists and Regal. He's the fellow who hawked "Scarface" and "Hell's Angels" about the film world and made a good thing of them.

Harry knows a passel of people and has seen many places in Canada. He likes it where he is now. "I wouldn't live anywhere else," he says.

* * *

THOSE mentioned earlier aren't all who find that it's so peaceful in the country. Others who have given way to their rural inclinations are Charlie Doerr, Frank Meyers, Arthur Gottlieb, Oscar Hanson, Charlie Dentlebeck, Henry Nathanson, Ronald McClellan, Hat Hatfield and more.

She's so nice to hold-over!



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Screen Play by Irving Brecher · Adaptation by Nancy Hamilton · Additional Dialogue by Wilkie Mahoney
Based on the Play by Herbert Fields and B. G. DeSylva · With Music and Lyrics by Cole Porter · A Metro-Goldwyn-Mayer Picture · Directed by ROY DEL RUTH · Produced by ARTHUR FREED